

*Asia Pacific IAFEI CFO Summit 2008*

**Paradigm Shift –  
Financial Perspective of Asia Rising**

**2008 國際財務長亞太高峰會**

*Asia Pacific IAFEI CFO Summit 2008*

**著眼亞太，放眼全球**

**Paradigm Shift –  
Financial Perspective of Asia Rising**

**Hosted by  
Financial Executives Institute Chinese Taiwan  
&  
International Association of Financial Executives Institutes**

***Asia Pacific IAFEI CFO Summit 2008***

**September 5, 2008**

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## **I. Executive Summary**

**Hosts:**

Financial Executives Institute Chinese Taiwan  
International Association of Financial Executives Institutes

**Theme:**

Paradigm Shift – Financial Perspective of Asia Rising

**Date:**

September 4-6, 2008

**Venue:**

International Reception Hall, Grand Hotel

**Participants:**

- A. Members of IAFEI institutes
- B. Financial executives and professionals, CEOs, and scholars

**Estimated Participants:**

160 (International: 40~50; Domestic: 110~120)

**Project Office Contact:**

David Chou  
FEI Chinese Taiwan, Secretary General  
Email: [davidhc\\_chou@yahoo.com](mailto:davidhc_chou@yahoo.com)  
Skype: davidchou2015  
Office: +886-2-23830659  
Office: +886-2-23113181

Ronald Li  
Summit Project Office, Executive Director  
e-mail: [ronnieli@ms3.hinet.net](mailto:ronnieli@ms3.hinet.net)  
Skype: ronaldi0206  
Mobile: +886-982087342  
Mobile: +886-932831027



**Official website:** <http://www.feitwn.org/page1.aspx?no=145669>

## **II. Mission**

International financial markets recently grew robustly on scale and complexity, especially in the Asia-Pacific region, as a result of more open government policies, relaxing regulation environments, more internationalized capital markets, more globalized business operations and supply chains, higher requirements for transparency and corporate governance, and increasing needs of M&A, integration, and consolidation.

Therefore, financial executives, including CFOs, have urgent needs and motivations to transforming themselves from their traditional role merely as cashiers / auditors into multi-functioned professionals with adequate expertise and strategic perspectives.

Viewing urgent needs from financial executives in the Asia Pacific region, Financial Executives Institute (FEI) Chinese Taiwan, with full supports from International Association of Financial Executives Institutes (IAFEI), is going to host the “Asia Pacific IAFEI CFO Summit 2008”. The Summit positions itself as a learning place of updated expertise and knowledge as well as a platform for idea exchanges and for social purpose.

### III. About FEI & IAFEI

#### Financial Executives Institute (FEI) Chinese Taiwan

<http://www.feitwn.org>

FEI Chinese Taiwan was founded in 1975 by a group of esteemed financial executives. Currently FEI Chinese Taiwan has over 300 members consisted of CFOs, corporate leaders, bankers, accountants, lawyers, scholars, and financial related professionals.

##### Four Missions of FEI Chinese Taiwan:

1. To encourage experience sharing of financial management among members;
2. To furnish members of the updated financial industry knowledge and development;
3. To promote academic and pragmatic research of financial management; and
4. To provide advices to members to solve their obstacles and inquiries in their financial management.

FEI Chinese Taiwan has been regarded as an active elite association by the public. FEI hosts regular events, activities, and lectures, all of which were well-received by the members. In addition, in order to acknowledge the achievements of financial executives in Taiwan, FEI Chinese Taiwan also hosted the “Financial Executive of the Year” contests. Since 1987, eight-seven outstanding financial executives had received such Awards. FEI Chinese Taiwan is an active member of IAFEI.

#### International Association of Financial Executives Institutes (IAFEI)

[www.iafei.org](http://www.iafei.org)

Founded in 1969, IAFEI, a private non-profit and non-political association, now has 16 Member Institutes, with a total membership of over 110,000 financial executives worldwide. The Association is domiciled in Switzerland.

IAFEI, as a powerful force in the financial community, is recognized and respected in accounting, financial and governmental circles around the world.

##### Aims of IAFEI:

1. To build and improve mutual understanding internationally among financial executives through the exchange of financial information, experience and ideas;
2. To provide a basis for international cooperation among financial executives towards making financial systems and regulations more uniform, compatible and harmonious world wide;
3. To promote ethical considerations in the practice of financial management throughout the world.

### IV. Speakers and Topics

#### Inviting International Speakers

Name	Current Title
Mr. Helmut Schnabel	Chairman, IAFEI
Dr. Kwok-po, David Li	Chairman and CEO, The Bank of East Asia
Mr. Terry Poon	CFO, Life Style International Holding Co.
Mr. Delfin Gonzalez Jr.	CFO, Philippines Globe Telecoms Company
Dr. Conchita L. Manabat	Former CEO, Deloitte Philippines
Ms. Janice Lee	CFO, Hanaro Telecom (Korea)
Dr. Fred Zulu Hu	Managing Director, Goldman Sachs (Asia) LLC
Mr. Francis P.T. Leung	Senior Advisor, CVC
Mr. Andy Xie	Former Asian Chief Economist, Morgan Stanley

#### Inviting Speakers within Taiwan

Name	Title
Dr. Fredrick Chien	Chairman of Cathay Charity Foundation (an affiliate of Cathay Financial Holdings), Former President of Control Yuan, Former Minister of Foreign Affairs
Mr. Morris Li	President, Citibank Taiwan
Dr. Jih-Chu Lee	Legislator, Finance Committee
Mr. Peter Kurz	Managing Director, Citigroup Global Markets Inc., Taipei Branch
Dr. Chen-En Ko	Chairman, Chung Hua Institution for Economic Research
Mr. Benny T. Hu	Chairman & Managing GP, Whitesun Equity Partners
Dr. Elizabeth Sun	Head of Investor Relations Division, Taiwan Semiconductor Manufacturing Company
Dr. Paul S.P. Hsu	President, Epoch Foundation
Dr. Norman Yin	Professor of Money and Banking, National Chengchi University
Mr. Harvey Chang	President & CEO, Taiwan Cellular Corporation
Mr. Sean C. Chen	Chairman, KGI Securities
Dr. Louis Chen	Professor, Department of Financial and Economic Law, National Taipei University
Dr. Christina Y. Liu	Professor, Department of Finance, National Taiwan University
Mr. Chin-Ho Hsieh	Executive Director, Wealth Group

### Topics

*Update: 2008/5/6*

<b>Session</b>	<b>Topic</b>
Speech 1	Asian Rising: Challenges and Inspiration to Asian CFOs
Speech 2	The Changing Role of the CFO in a Globalized Business Environment
Speech 3	Asian capital market – Current Situation and Outlook
Speech 4	The Strategic Importance of Investor Relations for Corporations to Attract Investors Worldwide
Speech 5	The role of Asset Securitization in Credit and Investment – Lessons to be Learned
Panel Discussion 1	Corporate Governance and Social Responsibility in Asia
Panel Discussion 2	Cross-Border M&A – Asian View

*(The topics are subject to change)*

Note:

One moderator and three panelists for each panel discussion

### V. Timetable

Time	2008/9/4 (Thu.)	2008/9/5 (Fri.)	2008/9/6 (Sat.) and Thereafter
8:30-9:00	<b>Visits:</b>  <b>Government Authorities, Sponsors, Corporate, or Affiliated Institutions</b>	<b>Registration</b>	<b>Post-Summit Tour  (Optional)</b>
9:00-9:30		<b>Opening ceremony</b>	
9:30-10:20		<b>Speech 1</b>	
10:20-10:40		<b>Coffee break</b>	
10:40-11:30		<b>Speech 2.</b>	
11:30~12:20		<b>Speech 3</b>	
12:30~13:30		<b>Luncheon &amp; Speech 4</b>	
13:30~14:20		<b>Speech 5:</b>	
14:30~15:50		<b>Panel discussion 1</b>	
15:50~16:10		<b>Coffee Break</b>	
16:10~17:30		<b>Panel Discussion 2:</b>	
17:30~17:50		<b>Closing ceremony</b>	
18:30-21:00		<b>Welcome Dinner</b>	

*(The Timetable is subject to change)*

### VI. Venue – The Grand Hotel



The Grand Hotel, with its traditional palace style architecture, vermilion pillars, stately archways, and brilliantly tiled roof, is not only a magnificent landmark of Taiwan, but it is an emblem of ancient China. The Grand Hotel has decades played host to dignitaries from around the world. Its histories and legends will surely mesmerize those who step into the Grand's palatial lobby.

The Grand Hotel has been rated as one of the top ten hotels in the World by Fortune Magazine and always serves as the primary hotel to host State Guests.

The international guests and participants are welcomed to use the accommodation and transportation during the summit period. Feel free to make reservation on line or consult Summit Project office at [ronnieli@ms3.hinet.net](mailto:ronnieli@ms3.hinet.net) for more details.

#### Grand Hotel

Address: 1, Chung Shan N.Rd., Sec.4, Taipei, Taiwan, 104.R.O.C

TEL: +886-2-2886-8888 FAX: +886-2-2885-2885

Hotel website: <http://www.grand-hotel.org/newsite/html/e/ca01.htm>

